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**Arizona Centennial Announces the Highly Anticipated
Commemorative Specialty License Plate
Available Mon., Oct. 31**

**Portion of \$25 Specialty Fee Benefits Arizona Centennial 2012 Foundation
Supporting Educational Events & Project to Recognize
Arizona's 100 Years of Statehood**

Phoenix, Ariz. (Oct. 27, 2011) -- The Arizona Centennial Commission & 2012 Foundation in conjunction with the Arizona Department of Transportation is proud to



unveil the long-awaited Arizona Centennial Commemorative Specialty License Plate, available for purchase Mon., Oct. 31, by visiting www.AZ100Years.org or www.ServiceArizona.com; and in all ADOT Motor Vehicle Division and Authorized Third-Party offices around the state.

The Arizona Centennial Specialty Plate is another emblem that marks Arizona's 100 Years of Statehood upcoming on Feb. 14, 2012.

"We have one of the best state flags ever, and we wanted to be sure to incorporate the flag's colors and design into the theme of the Centennial specialty plate," noted Karen Churchard, executive director, Arizona Centennial Commission and 2012 Foundation. "It's an attention-grabber; we're thrilled with the result, and we invite all to purchase and enjoy it as we celebrate Arizona's 100 Years of Statehood.

"Arizona has quite a story to tell -- its accomplishments, history and leadership, and the specialty plate is a high-profile, glowing reminder for all of us to take pride in Arizona's history as the 48th and last of the contiguous states."

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AZ Centennial Specialty License Plate Available Oct. 31 / 2

There isn't another state centennial celebration for nearly 50 more years, when Alaska and thereafter Hawaii mark their 100 years of statehood (2059).

Proceeds from the specialty license plate fees will support the nonprofit 2012 Foundation and the free signature events and projects produced to educate and excite about the history, beauty and growth of the state over the last 10 decades.

Designed by Phoenix design firm P.S. Studios, the highly anticipated specialty plate, as is the process for all specialty plates, was approved by the Arizona Legislature and its design was officially approved by the Arizona Centennial Commission, ADOT and the Arizona Department of Public Safety. Arizona Centennial specialty plate numbers and/or letters will be flanked by an "A" on the left and a "Z" on the right (as in "A0000Z").

The specialty plate is only \$25, of which \$17 benefits the Arizona Centennial 2012 Foundation, a nonprofit 501 (c) 3 organization dedicated to education and recognition of Arizona's 100 Years, established by the Arizona Office of the Governor to commemorate 100 years of statehood. Funds will support Arizona Centennial Signature Events and Projects, including the Arizona Experience Museum, an Arizona Centennial Legacy Project.

A story developed by *The Arizona Republic* in July (by Ginger Rough, Stephanie Russo and Matt Dempsey) indicated that more than 518,000 license plates (or just fewer than 8 percent) in Arizona were specialty plates, more than doubling the number of specialty plates in 2002 when 4 percent or 205,000 were specialty plates.

The Veterans license plate is reportedly the biggest seller with 42,276 in circulation as of March last year. Second is the "Historic Vehicle" (28,106) plate; and third is the "Child Abuse Prevention" specialty plate (22,684).

Purchase an Arizona Centennial Specialty Plate. The specialty plate is just \$25, and proceeds benefit the 501 (c) 3 non-profit Arizona Centennial 2012 Foundation. Visit www.AZ100Years.org to purchase the specialty plate.

About Arizona Centennial Commission. The Arizona Centennial Commission, through its nonprofit Arizona Centennial 2012 Foundation, is the statewide board charged by Governor Jan Brewer with planning and implementing Arizona's 100th anniversary of statehood. In collaboration with the Arizona Historical Advisory Commission, more than 209 projects and events are sanctioned and planned-to-date to commemorate Arizona's Centennial. For information on the Arizona Centennial, visit www.AZ100YEARS.org.

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ED NOTE: FAQs developed by ADOT available at www.AZ100Years.org